Magazine: LIFE
Issue: 1/00/83 Total Pages: 182

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MARLBORO+L # 853 pg:2	27			OPP: "TABLE OF CONTENTS".
		KENT III # 193 pg:30		
		TRUE # 249 pg:63		
B&H UL # 117 pg:135	24			OPP: "THE YEAR THE COUNTRY WENT TO COURT".
		CARLTON+100+85M # 209 pg:160	2C N/B	
		KOOL+100 # 482 pg:167	 N/B	
		VANTAGE UL+100 # 147 pg:BC		

TOTAL CIGARETTE ADS = 7 TOTAL ADVERTISING = $298,209

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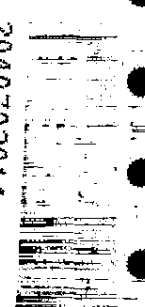
MOORE BUSINESS FORMS, INC., H.O.



Source: https://www.industrydocuments.ucsf.edu/docs/ftbn0004

Magazine: LIFE
Issue: 2/00/83 Total Pages: 104

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MARLBORO # 865 pg:5	10			OPP: "EDITOR'S NOTE" & "MASTHEAD". STAPLED CARD
		KOOL L+100L # 123 pg:18		
		CARLTON+M+100+M # 215 pg:56	2C N/B	
MERIT+M # 605 pg:76-77	19		SP N/B	

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = $184,043

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2040702015

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Magazine: LIFE
Issue: 3/00/83 Total Pages: 102

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		SATIN+M # 107 pg:8-9	SP	
		CAMEL L+CAMEL # 278 pg:15		
		CARLTON+M+100+M # 215 pg:39	2C N/B	
		KOOL+L+UL # 470 pg:72	 N/B	
B&H UL # 121 pg:79	6			OPP: "JUSTICE".
MARLBORO L+100L # 308 pg:BC	22			

TOTAL CIGARETTE ADS = 6 — TOTAL ADVERTISING = $298,208

2T 8½ X 11

MOORE BUSINESS FORMS, INC. HO

2040702016

Source: https://www.industrydocuments.ucsf.edu/docs/ftbn0004

Magazine: LIFE
Issue: 4/00/83 Total Pages: 110

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MERIT+M # 612 pg:5	18		N/B	OPP: "EDITOR'S NOTE" & "MASTHEAD".
		WINSTON+100 # 449 pg:24-25	SP	
		KOOL UL+100UL # 122 pg:37	N/B	
MARLBORO L+100L # 311 pg:75	8			OPP: "CRIPPLED AT THE KEYBOARD".
		SATIN+M # 105 pg:84-85	SP	
		CARLTON+M+100+M # 216 pg:BC	N/B	

TOTAL CIGARETTE ADS = 6 TOTAL ADVERTISING = $349,847

MOORE BUSINESS FORMS, INC. 2T 8½ X 11

2040702017

Source: https://www.industrydocuments.ucsf.edu/docs/ftbn0004

Magazine: LIFE
Issue: 5/00/83 Total Pages: 134

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MARLBORO+100 # 862 pg:8-9	8		SP	
		WINSTON+100 # 449 pg:18-19	SP	
		SATIN+M # 110 pg:31		
		CARLTON+M+100+M # 215 pg:39	2C N/B	
PLAYERS+M # 107 pg:49-51	9		3PG U	OPP: "RABIES".
		TRUE # 262 pg:82-83	1/2 SP	
B&H UL+MUL # 130 pg:94-95	10		SP	
		CAMEL # 271 pg:109		
		KOOL+L+UL # 502 pg:116-117	SP	

TOTAL CIGARETTE ADS = 9 TOTAL ADVERTISING = $667,985

MOORE BUSINESS FORMS, INC.
2040/0218

Source: https://www.industrydocuments.ucsf.edu/docs/ftbn0004

Magazine: LIFE
Issue: 6/00/83 Total Pages: 138

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		CARLTON+M+100+M # 215 pg:12	2C N/B	
		CAMEL L+CAMEL # 369 pg:60-61	SP	
PLAYERS+M # 125 pg:68-69	6		CS	
		SATIN+M # 119 pg:81		
MARLBORO L+100L # 307 pg:21	9			OPP: "A MAN AND HIS EMPIRE".
		TRUE+M # 261 pg:107		
		KOOL L+100L # 123 pg:119	N/B	
B&H UL # 135 pg:30	17			OPP: "JUST ONE MORE".

TOTAL CIGARETTE ADS = 8 TOTAL ADVERTISING = $427,778

2T 8½ X 11
MOORE BUSINESS FORMS, INC. HO.

2040702019

Source: https://www.industrydocuments.ucsf.edu/docs/ftbn0004

Magazine: LIFE
Issue: 7/00/83 Total Pages: 136

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		KENT II+III+GL # 234 pg:2C,A,B,1	4PG GT	
PLAYERS+M # 126 pg:20	18			OPP: "PORTRAIT".
MERIT+M # 619 pg:90-91	10		SP N/B	
		TRUE # 269 pg:102-103	1/2 SP	
		CARLTON+M+100+M # 215 pg:113	2C N/B	
		SATIN+M # 121 pg:120		
MARLBORO # 874 pg:125	4			OPP: "EVERY KID A WINNER".
		KOOL UL+100UL # 128 pg:BC	N/B	

TOTAL CIGARETTE ADS = 8 TOTAL ADVERTISING = $530,614

2T 8½ X 11
AMCORE BUSINESS FORMS, INC.

Source: https://www.industrydocuments.ucsf.edu/docs/ftbn0004

Magazine: LIFE
Issue: 8/00/83 Total Pages: 102

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		CAR+M+100+M+120 # 218 pg:2	2C N/B	
		WINSTON L # 189 pg:13		
MARLBORO+100 # 872 pg:32-33	16		SP	
PLAYERS 100+M # 103 pg:50-51	7		CS	
		CAMEL L+CAMEL # 396 pg:59		
		KENT III+100 # 240 pg:73		
B&H UL # 136 pg:99	25			OPP: "RACING WITH THE WIND".

TOTAL CIGARETTE ADS = 7 TOTAL ADVERTISING = $389,263

2040702021

Source: https://www.industrydocuments.ucsf.edu/docs/ftbn0004

Magazine: LIFE
Issue: 9/00/03 Total Pages: 96

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
B&H UL # 135 pg:2C	17			OPP: BW AD. STAPLED CARD
		CAR+M+100+M+120 # 218 pg:20	2C N/B	
MARLBORO # 896 pg:31	10			OPP: "LIVING ON THE EDGE".

TOTAL CIGARETTE ADS = 3 TOTAL ADVERTISING = $123,509

MOORE BUSINESS FORMS INC. 130

2040702022

Source: https://www.industrydocuments.ucsf.edu/docs/ftbn0004

Magazine: LIFE
Issue: 10/00/83 Total Pages: 154

PHILIP MORRIS ADS	MIN SEC	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		LUCKY STRIKE FL # 106 pg:5		
PLAYERS 100+85M # 119 pg:15	9			OPP: "CAMERA AT WORK".
MARLBORO L+100L # 329 pg:93	11			OPP: "LIFE VISITS RACING'S INNER SANCTUM".
		TRUE+M # 271 pg:105	N/B	
		WINSTON L # 189 pg:124		
		CAMEL L # 417 pg:BC		

TOTAL CIGARETTE ADS = 6 TOTAL ADVERTISING = $274,741

2040702023

Source: https://www.industrydocuments.ucsf.edu/docs/ftbn0004

Magazine: LIFE
Issue: 11/00/83 Total Pages: 190

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		LUCKY STRIKE FL # 108 pg:119		
		TRUE+M # 279 pg:129	N/B	
		KENT II+III+GL # 257 pg:154-157	SP N/B	
MARLBORO+L # 905 pg:BC	32			

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = $218,895

2040702024

Source: https://www.industrydocuments.ucsf.edu/docs/ftbn0004

Magazine: LIFE
Issue: 12/00/83 Total Pages: 182

PHILIP MORRIS ADS	MIN SEC	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MERIT+M # 636 pg:42-43	7		SP	
		LUCKY STRIKE FL # 108 pg:51		
		KENT III+100 # 265 pg:67	N/B	
		WINSTON L+100L # 193 pg:82-83	SP	
		TRUE+M # 289 pg:100-101	SP	
		CAMEL L # 444 pg:119		
MARLBORO+100 # 931 pg:177	57			OPP: "JUST AS COMFORTABLE, THE SECOND TIME AROUND"

TOTAL CIGARETTE ADS = 7 TOTAL ADVERTISING = $437,146

2040702025

Source: https://www.industrydocuments.ucsf.edu/docs/ftbn0004